

REMARKS

Consideration of the application is respectfully requested in light of the amendments and remarks. No new matter has been entered. Amendments are made pursuant to 37 C.F.R. §1.121.

STATUS OF CLAIMS

Claims 3-22 are pending in the application.

Claims 3, 4, 7, 9, 11-18 and 20-22 have been amended.

CLAIM REJECTIONS – 35 USC §101

The Office rejects claim 3-22 under 35 USC 101 and opines that the claimed invention is directed to non-statutory subject matter. The Office references various Supreme Court decisions. Applicant traverses the rejections.

Independent claims 1 and 13 have been amended to provide explicit reference to steps being performed by a Website. Thus, the method steps are not performed by a mental process alone. Instead, one or more of the steps are performed by a Website. For at least this one reason, claims 1 and 13 are statutory.

Applicant further notes that a Website can be defined as computer(s) or server(s) connected to the Internet that maintains a series of web pages on the World Wide Web. Thus, the definition of a Website embodies an “apparatus” such as a computer.

The claims 1 and 13 have been amended to positively recite a storing step. Thus, the storing step is not a mental process alone.

Application No. 10/642,902
Inventor: Daniel M. Abraham

In view of the foregoing remarks and amendments, the rejection of claim 1 and 13 under 35 USC §101 should be withdrawn.

CLAIM REJECTIONS- 35 USC §103

The Office Action (OA) has rejected claims 3, 9-12 and 18-22, as being unpatentable over Costin IV (US Pub. 2002/0049816) in view of Paul (US 7,240,843). Applicant traverses the rejections for the reasons described below.

First Applicant observes that claims 18-22 were rejected under Costin IV and Paul while independent claim 13 is rejected under Costin, Paul and Messer. For at least this reason, the rejections of claims 18-22 are ambiguous. The remarks related to claims 18-22 will be provided in reference to the rejection of independent claim 13.

Claims 3 and 9-12 are allowable

Costin IV references "coupon" three times in the specification. For example, Costin IV discloses, in paragraph [0011], that E-businesses/sponsors may also provide incentives by offering prizes and coupons to further motivate fund-raisers and donors. Costin IV discloses, in paragraph [0068], that incentives such as discounts, coupons, tickets, merchandise, etc. may be provided to a customer/donor in exchange for or in association with a donation or other contribution provided by the customer/donor. Furthermore, Costin discloses, in paragraph

Application No. 10/642,902
Inventor: Daniel M. Abraham

[0082], a donor reward structure (points, discount off product price, cashback, matching donations, coupons, etc.).

While Costin IV mentions "coupon," the specification of Costin IV does not disclose how the "coupon" is actually provided to a supporter. More importantly, Costin IV fails to provide any reference to "redemption of said printed coupon" or that a revenue share is generated "after the redemption of the printed coupon."

Thus, Costin IV fails to disclose or suggest (1) displaying by the Website, to a Supporter, incentives for consumer goods of Sponsors identified for a selected Cause; (2) receiving a selection from said Supporter, at the Website, to print a selected coupon, wherein a printed coupon is printed with a household ID number; (3) identifying by the Website the selected Cause via the household ID number associated with said printed coupon; (4) storing the identified selected Cause and information related to said printed coupon in a database; and, (5) generating a revenue share shared with the selected Cause and the Website, after redemption of said printed coupon wherein that portion of the revenue share generated for the selected Cause is fundraising revenue.

The Office acknowledges that Costin IV fails to disclose identifying a selected Cause via the household ID number associated with said printed Coupon. *See Office Action, page 4.* Thus, the Office relies on Paul for this deficiency. However, Paul was not used for any of the deficiencies described above in relation to Costin IV.

Application No. 10/642,902
Inventor: Daniel M. Abraham

Paul teaches a system and method for real-time validation and redemption of paper and electronic coupons; electronic coupon distribution; electronic clearing and reporting of paper and electronic coupon redemptions; and an "Universal Club Card" that combines coupon scanning, coupon redemption, coupon distribution, loyalty cards, club cards, gift cards, frequent shopper programs, store credits and many other retail store promotions into one efficient and convenient portable scanning device. *See Paul, Abstract.*

Paul does not disclose fundraising of any kind, a Cause or Supporter. Thus, Paul fails to disclose or suggest (1) displaying by the Website, to a Supporter, incentives for consumer goods of Sponsors identified for a selected Cause; (2) receiving a selection from said Supporter, at the Website, to print a selected coupon, wherein a printed coupon is printed with a household ID number; (3) identifying by the Website the selected Cause via the household ID number associated with said printed coupon; (4) storing the identified selected Cause and information related to said printed coupon in a database; and, (5) generating a revenue share shared with the selected Cause and the Website, after redemption of said printed coupon wherein that portion of the revenue share generated for the selected Cause is fundraising revenue.

In view of the foregoing remarks and amendments, the combination of Costin VI and Paul fail to disclose each and every element of claim 3. Dependent claims 9-12 are allowable by virtue of their dependence from claim 3. Moreover, Applicants respectfully submit that many of the dependent claims recite features that are clearly lacking from the applied reference and, therefore, do not acquiesce to any of the prior art rejections.

Application No. 10/642,902
Inventor: Daniel M. Abraham

Claims 4-6 and 13-16

The Office Action (OA) has rejected claims 4-6 and 13-16, as being unpatentable over Costin IV (US Pub. 2002/0049816) in view of Paul (US 7,240,843) and Messer (US Pub. 2004/0230491). Applicant traverses the rejections for the reasons described below.

Claims 4-6 are allowable

Claims 4-6 depend from claim 3. As explained above, the combination of Costin IV and Paul fails to disclose or suggest at least one element of claim 3. The cited portions of Messer fail to disclose or suggest the elements of claim 3 not disclosed or suggested by the cited portions of Costin IV and Paul. For example, Messer discloses that a USER has an identifier ... to permit tracking of the USER by the Clearinghouse, to determine if and when the USER was involved in a purchase, and if to allocate a purchase commission to the Affiliate. *See* Messer, col. 4, lines 7-12. In Messer, the USER's commerce activity on the Web is tracked. *See* Messer, lines 15-16. Thus, Messer is not directed to printable coupons to be provided online through a Website for fundraising by a Cause, as in claim 3.

Messer also discloses an identifier used with select Affiliates include data fields for use to track select information such as ... a charity wherein subsequent purchase by the USER will trigger commissions, a portion of which are contributed to the charity on a periodic basis. *See* Messer, col. 4, lines 12-19. Messer further discloses an embodiment where the USER can request that a portion of the commission be donated to a school, other individuals, or even a

Application No. 10/642,902
Inventor: Daniel M. Abraham

personal investment account as part of a coupon redeeming or “cash back” algorithm. See Messer, col. 4, lines 20-24. Messer is otherwise silent with regard to how a coupon is received, redeemed or tracked, if tracked. For example, a coupon may be simply mailed.

Thus, Messer **does not** disclose generating a revenue share shared with the selected Cause and the Website, after redemption of said printed coupon wherein that portion of the revenue share generated for the selected Cause is fundraising revenue, as claimed in claim 3. There is no mention in Messer that a revenue share is associated with “redemption of said printed coupon.” Instead, in Messer the user activity is tracked on the Web so as to generate a commission or a coupon.

Thus, Messer **does not** teach (2) receiving a selection from said Supporter, at the Website, to print a selected coupon, wherein a printed coupon is printed with a household ID number; (3) identifying by the Website the selected Cause via the household ID number associated with said printed coupon; (4) storing the identified selected Cause and information related to said printed coupon in a database; and, (5) generating a revenue share shared with the selected Cause and the Website, after redemption of said printed coupon wherein that portion of the revenue share generated for the selected Cause is fundraising revenue.

In view of the foregoing remarks, the combination of Costin IV, Paul and Messer fail to teach each and every element of claim 3. Thus, claims 4-6 are allowable by virtue of its dependency from claim 3. Claims 4-6 include other features that are patentably distinct. Moreover, Applicants respectfully submit that many of the dependent claims 4-6 recite features

Application No. 10/642,902
Inventor: Daniel M. Abraham

that are clearly lacking from the applied reference and, therefore, do not acquiesce to any of the prior art rejections.

Claims 13-16 and 18-22 are allowable

Claim 13 contains similar limitations as claim 3. For the same reasons described above in relation to claims 3 and 4-6, Costin IV in view of Paul and Messer fail to teach each and every element of claim 13. Thus, claim 13 is allowable. Thus, claims 14-16 and 18-22 are allowable by virtue of its dependency from claim 13. Claims 14-16 and 18-22 include other features that are patentably distinct. Moreover, Applicants respectfully submit that many of the dependent claims 14-16 and 18-22 recite features that are clearly lacking from the applied reference and, therefore, do not acquiesce to any of the prior art rejections.

Claims 7, 8 and 17 and 21

The FOA has rejected claims 7, 8, 17 and 21, as being unpatentable over Costin IV in view of Messer, DeLapa (US 5,822,735), Narayan et al. (US Pub. 2002/0138348) and further in view of Humble (US 4,949,256). Applicant traverses the rejections for the reasons described below.

Application No. 10/642,902
Inventor: Daniel M. Abraham

The rejection of claims 7 and 8 are ambiguous. The preamble of the rejections to claim 3 includes Paul. Claims 7 and 8 depend from claim 3. Thus, it is not clear to Applicant why Paul is no longer applied to claims 7 and 8. The body of the rejections also omits reference to Paul.

The body of the rejection of claim 7 also does not include "DeLapa." Hence, it is not clear how DeLapa has been applied to claim 7.

The rejection of claims 17 and 21 are ambiguous. The preamble of the rejections to claim 13 includes Paul. Claims 17 and 21 depend from claim 13. Thus, it is not clear to Applicant why Paul is no longer applied to claims 17 and 21. The body of the rejections also omits reference to Paul.

The body of the rejection of claim 17 also does not include "DeLapa." Hence, it is not clear how DeLapa has been applied to claim 17.

Claims 7 and 17 depend on independent claims 1 and 13. Narayan et al. and Humble do not teach the deficiencies described above in relation to claims 1 and 13. Therefore Claims 7 and 17 are therefore allowable, at least by virtue of their dependence from claims 1 and 13.

Furthermore, modifying Costin IV, the primary reference, with the limitations alleged by the Examiner as being taught Narayan et al. and Humble, destroys the intended operation of Costin IV. Costin IV is directed to fundraising where monetary donations can be provided. Messer tracks user activity and not a "redeemed coupon."

Application No. 10/642,902
Inventor: Daniel M. Abraham

Claim 8 depends from claim 3 and would be allowable by virtue of its dependency on claim 3. DeLapa does not teach the deficiencies of claims 3. Thus, the combination of references does not teach at least one element of claim 3.

Claim 21 depends from claim 13, and would be allowable by virtue of its dependency on claim 13. DeLapa does not teach the deficiencies of claims 13. Thus, the combination of references does not teach at least one element of claim 13.

In view of the foregoing, the rejections of claims 7, 8, 17 and 21 have been overcome and the rejections should be withdrawn.

CONCLUSION

Applicants have pointed out specific features of the claims not disclosed, suggested, or rendered obvious by the cited portions of the references as applied in the Office Action. Accordingly, Applicants respectfully request reconsideration and withdrawal of each of the objections and rejections, as well as an indication of the allowability of each of the pending claims.

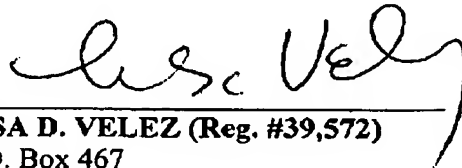
Any changes to the claims in this response, which have not been specifically noted to overcome a rejection based upon the cited art, should be considered to have been made for a purpose unrelated to patentability, and no estoppel should be deemed to attach thereto.

Based on the above amendment and remarks, it is submitted that all of the remaining

Application No. 10/642,902
Inventor: Daniel M. Abraham

claims in the case are allowable and an early notice of the same is respectfully solicited. If the Examiner feels a telephone conference will in any way expedite the disposition of this matter, he is respectfully invited to contact this agent at (813) 996-2541.

Respectfully submitted,



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Application No. 10/642,902
Inventor: Daniel M. Abraham

Page 18 of 18